P³ QUARTERLY REPORT
Fiscal Year 2011
Period: January - June

Date: July 29, 2011

Department: Library
Program Name (#): Library Administration (5111)
Program Owner: Irene Macias, Library Director
Phone Number: 564-5609
Program Mission: Provide system-wide leadership, planning and direction, anticipating and addressing the library services needs of residents

MEASURABLE OBJECTIVES

1. Ensure accomplishment of at least 80% of departmental program objectives.

Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Percent of program objectives accomplished	80%		6.9%			69%

Status:	Objective not achieved.	
	The impact of Monday closures and December furlough closure was greater than anticipated, resulting in some usage measure not being met. The loss of the department's two managers in August and December prevented the completion of three project objectives.	Objective Achieved ☐

2. Maintain the number of residents using Central and Eastside meeting rooms at 34,000

Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Number of residents using meeting rooms	34,000	4,757	6,408	7,909	6,218	25,292

Status:	Target not met.	
Comments:	Because Monday bookings of the meeting rooms were the lowest of the week, the target was reduced only slightly in anticipation of Monday closures. However, final numbers were 25% below target and represent fewer bookings. In addition to Monday closures, the Faulkner galleries were closed for six weeks for renovation, further impacting usage.	Objective Achieved ☐

PROJECT OBJECTIVES

3. Manage budget preparation and oversee revenues and expenditures to ensure expenditures are within budget.

Status:	Objective achieved.	
Comments:	Significant staff time was spent in developing appropriate department program budgets in anticipation of a significant reduction in support by the County and a planned elimination of funding from the State. Library department met expenditure targets.	Objective Achieved ☒

4. Prepare a staffing reorganization plan for library system that aligns with modern library service practices and fiscal realities.	
Status:	Objective achieved.
Comments:	With two new managers on board, plan for functional realignment has been completed. Some functions have been centralized and/or consolidated. Implementation of plan has begun.	Objective Achieved ☒

5. Continue to facilitate fundraising efforts of the Junior League of Santa Barbara in the partnership for creating a new children's library at the Central Library.	
Status:	Objective achieved.
Comments:	Junior League has plans to raise between $100,000+ for the Children's library in the coming year; in addition a committee has formed to carry out a capital/endowment campaign.	Objective Achieved ☒

OTHER PERFORMANCE MEASURES

Performance Measure	Annual Projection	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
1. State and local government expenditures per capita for library services for City residents	$40.07		n/a			$41.17
2. State and local government expenditures per capita for library services for County service area residents	$9.62		n/a			$9.82
3. County per capita appropriation	$6.90		$6.90			$6.90

Department: Library
Program Name (#): Goleta (5123)
Program Owner: Allison Gray, Supervising Librarian
Phone Number: 964-7879
Program Mission: Provide a full range of library services to residents of the Goleta Valley.

MEASURABLE OBJECTIVES

1. Increase circulation to 540,500.

Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Items checked out	540,500	158,584	144,568	149,302	154,287	606,741

Status:	Objective achieved.	
Comments:	A successful Summer Reading Club attracted visitors in the 1st and 4th quarters. The loss of the Goleta Borders bookstore and continued poor economy also likely help the circulation numbers.	Objective Achieved ☒

2. Maintain contacts with Goleta Valley youth at 11,000.

Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Youth under 18 attending library programs or contracted through outreach	11,000	5,045	2,144	1,641	8,672	17,502

Status:	Objective achieved.	
Comments:	The children's librarian visited each school in Goleta prior to the Summer Reading Program and special programs attracted record numbers of attendees. A new bilingual storytime and "Paws to Read" storytime have both been popular new programs.	Objective Achieved ☒

3. Maintain an average collection turnover rate of 5.8 (the number of checkouts per item per year).

Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Collection turnover rate	5.8	1.74	1.63	1.70	1.78	6.85

Status:	Objective achieved.	
Comments:	Numerous special displays and bibliographies helped circulation of underused materials significantly. Additionally, old materials discarded in FY10 and FY11 have helped improve turnover.	Objective Achieved ☒

4. Maintain the number of residents using the meeting rooms at 5,300.						
Performance Measure	**Annual Target**	QTR 1 Jul-Sep	**QTR 2 Oct-Dec**	QTR 3 Jan-Mar	**QTR 4 Apr-Jun**	**Year to Date**
Residents using meeting rooms	5,300	1,486	1,496	1,988	2,146	7,116
Status:	Objective achieved.					
Comments:	Room rentals were unexpectedly high during the fourth quarter. Increased fees in the beginning of the FY11 caused an initial dip in usage, but usage recovered by January.				Objective Achieved ☒	

5. Provide at least 57,000 public computer sessions.						
Performance Measure	**Annual Target**	QTR 1 Jul-Sep	**QTR 2 Oct-Dec**	QTR 3 Jan-Mar	**QTR 4 Apr-Jun**	**Year to Date**
Public computer sessions	57,000	15,124	13,428	13,237	13,677	55,466
Status:	Objective not achieved.					
Comments:	Increased use of laptops and smartphones has resulted in less demand.				Objective Achieved ☐	

PROJECT OBJECTIVES

6. Rearrange collections to best suit patron needs by December 1, 2010.	
Status:	Objective achieved.
Comments:	New furniture enabled collections to have more room; Large Type was moved to be more accessible to seniors. Objective Achieved ☒

7. Produce 15 annotated bibliographies for children and young adults by June 2011. Produce 5 annotated bibliographies for adults by June 2011.	
Status:	Objective achieved.
Comments:	Staff created 15 bibliographies for children and teens. Staff created 11 bibliographies for adults. Objective Achieved ☒

8. Speak to 6 community groups by June 23, 2011.	
Status:	Objective achieved.
Comments:	We presented to: Pi Theta Lambda, Women's Service Club of Santa Barbara, Santa Barbara Women's Club, two SBCC ESL classes and Las Aletas. Objective Achieved ☒

OTHER PERFORMANCE MEASURES

Performance Measure	Annual Projection	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
1. Goleta circulation per capita	6.3	1.85	1.69	1.74	1.80	7.09
2. Visits to library (gate count)	258,000	71,937	58,230	64,859	61,970	256,996

P³ QUARTERLY REPORT
Fiscal Year 2011
Period: January - June

Date: July 29, 2011

Department: Library
Program Name (#): Public Services (5112)
Program Owner: Roger Hiles, Library Services Manager
Phone Number: 564-5602
Program Mission: Provide information services, programming, and equal access to materials for all residents of Santa Barbara in order to promote reading and lifelong learning.

MEASURABLE OBJECTIVES

1. Maintain reference contacts with City residents at 95,000.

Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Reference contacts	95000	20,161	14,467	19,357	18,474	72,459

Status:	Objective not achieved	
Comments:	This decline follows the loss of Monday hours, as well as a reorganization that focused the Reference Desk on reference questions, with many directional and technical questions now being answered by other service desks.	Objective Achieved ☐

2. Maintain circulation at 656,000.

Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Circulation	656000	170,329	149,760	165,931	170,468	656,488

Status:	Objective achieved.	
Comments:	Despite a 14% reduction is hours of operation, the decline in circulation was held to just under 5%. Circulation at the newly-refurbished Eastside Library increased by 22%	Objective Achieved ☒

3. Maintain contacts with City youth at 27,000.

Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Contacts with City Youth	27000	6,869	5,148	6,835	9,648	28,500

Status:	Objective achieved.	
Comments:	In spite of the loss of one full-time staff member from the Youth Services, and the loss of Monday hours, this goal was exceeded in part thanks to the success of the grant-funded Fabulous Fridays program for very young children.	Objective Achieved ☒

4. At least 50% of adult literacy learners reach a goal established by California Library Literacy Services.						
Performance Measure	**Annual Target**	QTR 1 Jul-Sep	**QTR 2 Oct-Dec**	QTR 3 Jan-Mar	**QTR 4 Apr-Jun**	**Year to Date**
Percent of learners reaching established CLLS goal.	50%		52%		75%	75%
Status:	Objective achieved.					
Comments:					Objective Achieved ☒	

PROJECT OBJECTIVES

5. Create reorganization plan for the main level patron services area of the Central Library by December 31,2010 to improve flow of checkout process, consolidate public access computer services, and create areas to accommodate different user needs	
Status:	Objective not achieved.
Comments:	Plan completed in March. Preliminary design for renovation project is complete and will go to Council for final design approval in September 2011. Objective Achieved ☐

OTHER PERFORMANCE MEASURES

Performance Measure	**Annual Projection**	QTR 1 Jul-Sep	**QTR 2 Oct-Dec**	QTR 3 Jan-Mar	**QTR 4 Apr-Jun**	**Year to Date**
1. Circulation per capita for City residents	7.0	1.89	1.66	1.84	1.89	7.27
2. Reference questions answered at City libraries	79,000	16,244	11,637	15,389	15,620	58,890
3. Public computer sessions in City libraries	210,000	47,116	35,711	37,062	40,715	160,604
4. Users receiving information technology training	15,000	3,917	2,830	3,968	2,854	13,569
5. Number of subscription database searches (SBPL system)	75,000	13,725	17,140	14,722	14,738	60,325
6. Visits to Central and Eastside libraries	580,000	135,501	107,669	115,594	129,994	488,758
7. Cost to circulate an item	$.50	$0.67	$0.76	$0.67	$0.66	$0.69
8. Visits to library website	570,000	166,321	146,280	150,079	88,053	550,733

9. Downloadable books checked out	12,000	3,252	4,553	5,945	6,441	20,191

10. Average cost per learner (annual calculation)	$400				$347.07	$347.07

11. Number of adult literacy learners served	190	137	166	198	214	214

12. % of circulation from self-check machines	65%	35.99%	34.23%	33.42%	29.46%	33.24%

COMMENTS ON OTHER PERFORMANCE MEASURES:

3. Computer usage has declined following the loss of Monday hours, as well as the implementation of 1 hour per day limits for public computer use in both the Central and Eastside libraries. This has reduced the amount of usage while making the computers available to a wider group of patrons.

4. In spite of the loss of hours of operation following the Monday and furlough closures, volunteer tutors contributed 561 hours of their time as part of the Computer Coaching program to help sustain our technology training services. 5. Downward revision of all 4 quarters reflects correction to statistics collection method made after mid-year report was completed.

6. This lower number reflects the loss of hours of operation due to Monday and furlough closures.

8. Lower Q4 figure reflects an error in the automated statistics tool used for the website.

9. Beginning in August 2011 downloadable e-Books were added to the existing collection of downloadable audio books. The audio book circulation was 19% higher than the previous year, averaging 1,000 per month. As the e-Book collection continued to grow, circulation increased from 200 per month in August to 969 in May and 1,037 in June.

12. The lack of capabilities of the existing self check machines has slowed the anticipated transition from staff-assisted circulation.

P³ QUARTERLY REPORT
Fiscal Year 2011
Period: January - June

Date: July 29, 2011

Department: Library
Program Name (#): Small Branches (5122)
Program Owner: Scott Love, Library Services Manager
Phone Number: 564-5602
Program Mission: Provide a full range of Library services to residents of Carpinteria, Montecito and Solvang

MEASURABLE OBJECTIVES

1. Increase circulation to 285,000.

Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Number of items checked out	285,000	74,359	64,482	68,365	70,851	278,057

Status:	Objective not achieved.	
Comments:	Circulation did increase from 266,201 to 278,057, but the increase was not as large as anticipated. Continued small collection budgets have had a negative effect on circulation, since fewer new books and audio-visual items are bought, and fewer best sellers are readily available.	Objective Achieved ☐

2. Maintain an average collection turnover rate of 4.5 (the number of checkouts per item per year).

Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Collection turnover rate	4.5	1.17	1.02	1.08	1.15	4.43

Status:	Objective not achieved.	
Comments:	Collection turnover did increase, but not to the anticipated amount. Again, reduced collection budgets mean fewer new books, which have high turnover rates. Reduced staffing impacts the branch's ability to discard older material with low turnover rates. Implementation of collection management software should help with improving turnover rate.	Objective Achieved ☐

3. Maintain the number of audio books, CDs and DVDs owned at 135 per 1,000 Carpinteria, Montecito and Solvang residents.

Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Number of audio materials owned per 1,000	135	156.6	155.1	155.4	154.7	154.7

Status:	Objective achieved.	
Comments:	This measure was created to ensure the growth of this collection. The target has been met for several years and the collection is now well established and no longer needs to be tracked.	Objective Achieved ☒

4. Maintain at least 11,000 contacts with Carpinteria, Montecito and Solvang youth.						
Performance Measure	**Annual Target**	QTR 1 Jul-Sep	**QTR 2 Oct-Dec**	QTR 3 Jan-Mar	**QTR 4 Apr-Jun**	**Year to Date**
Number of youth under 18 attending library programs or contacted through outreach	11,000	4,605	1,489	1,953	6,394	14,441
Status:	Objective achieved.					
Comments:	Small branches exceeded this measure and increased contacts from FY2010, even though there were fewer programs due to reduced budgets. Branch staff successfully focused time on visiting schools and having classes come into the library.				Objective Achieved ☒	

5. Maintain the number of residents using the Carpinteria branch meeting room and homework center at 12,000.						
Performance Measure	**Annual Target**	QTR 1 Jul-Sep	**QTR 2 Oct-Dec**	QTR 3 Jan-Mar	**QTR 4 Apr-Jun**	**Year to Date**
Number of residents using meeting room	12,000	2,960	2,692	3,024	2,923	11,599
Status:	Objective not achieved.					
Comments:	Carpinteria had a group of 35-40 people that used the room weekly move to another site that offered a free meeting room.				Objective Achieved ☐	

6. Maintain the number of public computer sessions at 55,000.						
Performance Measure	**Annual Target**	QTR 1 Jul-Sep	**QTR 2 Oct-Dec**	QTR 3 Jan-Mar	**QTR 4 Apr-Jun**	**Year to Date**
Number of public computer sessions	55,000	14,552	12,847	12,662	16,029	56,090
Status:	Objective achieved.					
Comments:	A strong 4th quarter, boosted by four additional computers at the Carpinteria Branch, helped to achieve this goal. Library computers remain very busy.				Objective Achieved ☒	

OTHER PERFORMANCE MEASURES

Performance Measure	**Annual Projection**	QTR 1 Jul-Sep	**QTR 2 Oct-Dec**	QTR 3 Jan-Mar	**QTR 4 Apr-Jun**	**Year to Date**
1. Small Branches circulation per capita	5.5	1.45	1.25	1.33	1.38	5.41

COMMENTS ON OTHER PERFORMANCE MEASURES:
1. Circulation per capita is highly dependent on the collection budget and number of hours open. With continued reduced hours and low collection budgets this goal was not met, though circulation per capita did rise from 5.19 to 5.41.

Department:	Library
Program Name (#):	Support Services (5113)
Program Owner:	Roger Hiles, Library Services Manager
Phone Number:	564-5602
Program Mission:	Provide operational support to acquire, process and catalog collections, deliver materials and supplies, support technology hardware and software and maintain facilities

MEASURABLE OBJECTIVES

1. Maintain processing time of books at an average of 10 days from receipt to public availability

Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Average number of days from receipt to public availability	10	7.3	7.2	9.8	6.6	7.7

Status:	Objective achieved.	
Comments:	The improved processing time this year is due to a combination of: (1) Majority of new items purchased in Q4 came partially processed by vendor. (2) An increase in staffing resources available due to reassignment of some tasks to another work unit as part of the Library reorganization.	Objective Achieved ☒

2. Maintain processing time of new audiovisual materials at an average of 20 days

Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Average number of days from receipt to public availability	20	22.1	14.7	22.2	15.5	18.6

Status:	Objective achieved.	
Comments:	Audiovisual processing this year has benefited from increased use of volunteers.	Objective Achieved ☒

3. Maintain an average collection turnover rate of 2.97 (the number of checkouts per item per year) in City Libraries

Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Collection turnover rate	2.97	0.8	0.7	0.8	0.8	3.0

Status:	Objective achieved.	
Comments:	Error discovered in previously reported Q1 data, corrected here.	Objective Achieved ☒

4. Ensure an in-service rate of 95% for public computers during business hours						
Performance Measure	**Annual Target**	QTR 1 Jul-Sep	**QTR 2 Oct-Dec**	QTR 3 Jan-Mar	**QTR 4 Apr-Jun**	**Year to Date**
In-service rate for public computers	95%	98.87%	98.82%	98.57%	95.94%	98.05
Status:	Objective achieved.					
Comments:	The Library Systems Technician was successful in maintaining the high in-service rate, despite the fact that almost 50% of the computers are 5 years or older, and the majority of them are over 3 years old.				Objective Achieved ⊠	

PROJECT OBJECTIVES

5. Implement vendor supplied cataloging and processing for purchased materials by March 2011.	
Status:	Did not achieve objective.
Comments:	Project put on hold due to resignation in August of Library Services manager assigned to the project. This item has been added to FY2012 objectives for the program.

Objective Achieved ☐

OTHER PERFORMANCE MEASURES

Performance Measure	**Annual Projection**	QTR 1 Jul-Sep	**QTR 2 Oct-Dec**	QTR 3 Jan-Mar	**QTR 4 Apr-Jun**	**Year to Date**
1. Books and AV materials process by Technical Services	12,000	5,400	5,469	5,694	5,394	21,957
2. Cost to process an item for checkout	$5.50	$5.48	$5.22	$5.26	$5.16	$5.28
3. Number of requests filled	130,000	31,958	29,869	32,794	31.359	125,980
4. Expenditure per capita for library materials for SBPL system	$2.10	$0.32	$0.72	$1.16	$1.60	$1.60
5. Ratio of collection items per capita in SBPL System	1.7	1.65	1.64	1.61	1.58	1.58

COMMENTS ON OTHER PERFORMANCE MEASURES:
1. This projection was based on the implementation of vendor supplied processed materials, which is taking longer than expected; hence more items were internally processed than anticipated.